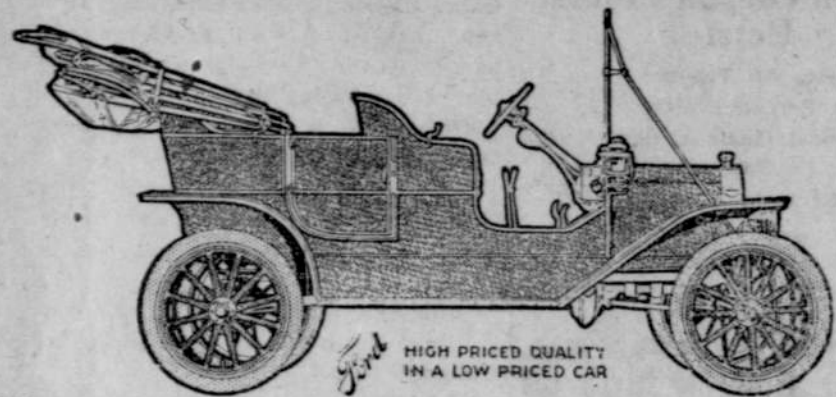


FACTS FROM FORD



The Model "T" is a Popular Car because it combines High Price Quality with a Low Priced car.

Compare the Ford Car. Part against part, feature against feature, design against design, material against material, with any car selling for several hundred dollars more money, and if you are conscientious in the comparison and your purchase is influenced thereby, Ford gets the order. Consider the Control.

All the forward speeds are worked by the first pedal. The reverse is on the second pedal and the brake on the third. A slight pressure on the first pedal releases the clutch and the other foot on pedal 3 applies the brake. For every operation forward, back, or stop, only the feet are required. The hands remain on the steering wheel to guide the car and to regulate the gasoline and the spark. The car is therefore always under instant control of the operator. Compare that with the method employed on other cars.

Then the Magneto. It's an extra in many higher priced cars. It is built in the Ford engine. The rotary part is a part of the flywheel and included in the weight. The stationary part is rigidly fastened to the engine casting. There are no brushes, moving wires, contact points, or friction parts, nothing to wear out or give trouble, no batteries to bother with—the car starts on the magneto.

The Power Plant. Combines the engine, transmission, magneto and lubricating system all in one unit. Cylinders 3 1/2 inch bore by 4-inch stroke, 22 1/2 horse power. All four cylinders cast in one block insuring perfect alignment and uniformity, cylinder head detachable, rendering all parts of engine easily accessible. Thermo-syphon cooling system, pressed steel, oil-tight, one piece housing for lower half. All working parts enclosed in oil-tight case, keep oil in and dirt out. Compare this with others which have bearing and clutches open to dirt and dust. The simplest, most efficient power plant ever put into an automobile.

The Steering Gear. Is on the left hand side, the right side for several reasons that are detailed in the new Ford catalog, or ready and freely mailed on request. Several other makes have adapted this style, so proving its worth.

The Drive Shaft. and rear axle from the single universal joint right back of the transmission clear to the wheels is enclosed in an oil tight, dust proof housing. The drive shaft, differential and rear axle all run in oil, insuring long life and satisfactory operation.

Some Figures to Compare. Wheel base 100 inches; width of front seat, 39 inches; rear seat, 41 inches; from back of front seat to dash, 43 inches; front of rear seat to front of foot rest, 26 inches; width of doors 18 inches; clearance under car, 12 inches, except one point on rear axle, 9 1/2 inches; weight of car and equipment, 1900 pounds. FRONT AXLE, I beam, the kind used in two-thirds of the high priced cars.

The Springs. Different from the springs on any other car, are generally pronounced the easiest riding springs ever put into a car. Many a Model T car has been sold solely on its easy riding qualities.

Vanadium Steel. Used throughout wherever strength is a requisite, is a further proof of Ford quality. Vanadium steel is high-priced, not cheap, and the Vanadium steel in the Ford, axles, crank and cam shafts, drive shaft, pedals, brakes, and a score of other parts is rendered the more costly by the thorough heat treatment each piece undergoes.

Operating Expense. After comparing the construction the appearance, the durability and the price, all of which favor Ford, compare the operating expense of this light, low-priced car with that of any high-priced and of course heavier car. The Ford owner has a smaller fuel bill, a smaller tire bill, a smaller repair bill than has the owner of any other car manufactured, and we can prove it.

Merit Counts. Price does not make popularity. Price may make a few initial sales, but all quality keeps the sales on the up move year after year. Quality has sold Ford cars in quantities, large enough to make the price the lowest. Thirty thousand Ford cars will be manufactured in 1910. Naturally the price is lower than the price of a car with one-thirtieth the output.

First Place. In the New York-Seattle race, first place in Division 1, Munsey Reliability run, first place in hill climbs innumerable help prove Ford quality, for we maintain no racing crew, all cars are stock and the car entered is with the exception of that in the New York-Seattle race, privately owned and driven. The "Story of the Race," describing the New York-Seattle Race, is yours for the asking. There's a lot of proof in it.

Full Equipment Included. The Touring Car at \$1100.00, The Tourabout at \$1100.00, the Roadster at \$1050.00, delivered, include, beside the magneto, an extension top, an automatic brass wind shield, a speedometer, two 6-inch gas lamps, a generator, three oil lamps, and a horn. This amount of equipment is usually figured at from \$150.00 to \$300.00 extra on a price already higher than the Ford.

Come In. And let us show you, you to be the judge.

ASHLAND MOTOR CAR CO.
43 MILL ST., PHONE 8 ASHLAND, OREGON

SOMETHING NEW

Beginning Saturday, March 26, the Ashland Creamery will start a delivery wagon for the prompt and efficient distribution of its products.

GOLD MEDAL CREAMERY CHURNED BUTTER
FRESH BUTTERMILK CREAM
SHASTA ICE CREAM
In Quantities

Will be delivered daily at your residence in any part of the city. Fresh from the Model Creamery. We will be pleased to serve you right. Phone 24

Watch for the White Wagon

R. P. Noll Geo. W. Loosley
NEIL-LOOSLEY Co.
Wholesale & Retail Butchers
All kinds of fresh, cooked, and smoked meats always on hand. Cattle, Sheep, Hog, etc. Bought and sold.
We operate 3 Markets Depot South Main Street and Near Depot
Courteous utter Telephone connections
Prompt Delivery Fish Thursdays

PERSONAL AND LOCAL

Miss Edith Porter is studying the millinery styles in Portland.

"Keen Kutter" sale on Saturday at Warner's.

Mrs. Eleanor Caldwell returns from Portland this week.

F. G. McWilliams is taking in the ocean at Newport.

See that "Universal" steel range for \$25.00—at Warner's.

Mr. and Mrs. R. L. Vining of Los Angeles are here on their annual vacation.

Mrs. F. L. Camps and son Max are visiting Mrs. H. H. Carpenter at Dunsmuir.

Mrs. Pose Harris-Smith is up from Oakland, California, on a visit to old friends.

Fletcher Bentz, the Eugene representative of the Portland Journal, is paying Ashland friends a visit.

Mr. and Mrs. Wells O. Wheeler returned last night from Grays Harbor, Washington.

Mr. and Mrs. Sidney Allen of Eugene visited Ashland and Trail creek relatives the past week.

Mr. and Mrs. D. C. Herrin are out from Portland while Dave gets his system full of the craving for wild game.

Miss Frances Taverner has gone to San Jose to visit friends before resuming her studies in Stanford university.

M. O. Warner, the piano tuner, is at Marshfield. He will soon return to Ashland to tune the pianos of Ashland people.

Mr. and Mrs. F. K. Spaulding, of Sunnyside, Washington, have located in Ashland. Mr. Spaulding is president of the Sunnyside Nursery Co.

Successful piano dealers are active the year round, and to their class belongs C. F. Shepherd, 658 Boulevard, Piano Parlors. Examine his stock.

Mr. and Mrs. Charley Moore and son Henry have returned from their outing in the wilds near Crescent City. They passed several forest fires on their way home.

Dr. John I. Crawford of Green River, Washington, visited his uncle, Chief of Police Irwin, the past week, being enroute to Klamath Lake on an outing trip.

Geo. L. Davis, president of the Farmers' and Fruitgrowers' Bank, of Medford, announces that he will be a candidate for county commissioner. He will file in the republican primaries.

Miss Rose Bodge, sister of J. E. Bodge of Klamath Falls and Warren Bodge of Medford, was instantly killed by being thrown from a runaway coach in the Yellowstone Park on August 7.

Mrs. Eugene Bartlett, now of Ashland, arrived here Sunday to visit her old school friend, Miss Anna Britton. They were formerly members of the same school in Michigan.—Grants Pass Outlook.

Mr. and Mrs. Jos. Johnson of Co-burg, Mrs. Eugene Bellows of Eagle Point, and B. T. Wyant and three daughters, who went to Marshfield, were called home by the illness and death of John L. Wyant.

Medford, with four banks, has organized a clearing house association. The only complaint now is that there are not clearing houses in other cities of Medford's size with which comparisons can be made.

Rev. F. N. Baker stopped off between trains Sunday to greet the Baptist congregation, being en route to Maxwell, Cal., to bury his aged father. He is now pastor of the Fern Hill Baptist church at Tacoma, Washington.

Miss M. P. Matten of Astoria, who spent several days last week visiting at the residence of Robert Rankin, received word Saturday that big forest fires near Ashland were threatening her father's mine. She returned home at once.—Yreka News.

Congressman W. C. Hawley spent Saturday and Sunday among Ashland people. Sunday evening he occupied the pulpit of the Methodist church with a lecture on "Brains." Mr. Hawley had been in Klamath and Lake counties. He declares that he feels the utmost confidence in his re-election and reelection.

J. D. McNabb and F. B. Edgington of Ashland purchased through Chilcote & Rice the Cash Meat Market of J. W. Hawhurst. McNabb & Edgington take possession this morning. Mr. Hawhurst will retain the wholesale department, while George Hawhurst will continue to act as meat-cutter.—Klamath Falls Herald.

County Commissioner Joshua Patterson has filed his candidacy for county commissioner in the republican primary. He has served two terms and is well known throughout all sections of the county. It was reported that W. H. Brown of Medford, was being groomed for the place by the big fruit growers and automobile owners of the valley.

Charles Gay, deputy game warden, has sent for four pair of Reeves pheasants which he will place on the Ed Hanley ranch, and after they multiply will liberate them. They are a wild bird and should do well in this country. The Reeves pheasant is similar in many respects to the China pheasant, but has a longer and more beautiful tail. Should they become numerous in Jackson county they will prove a great attraction.

Men and women can earn \$15 to \$35 a week after learning watchmaking and engraving, only a few months learning, practical work from the start, pleasant, profitable work, positions guaranteed. Call for particulars, Carlquist's Jewelry Store, Bank Building, corner Main and Oak streets, Ashland.

Evangelist Fred St. Clair, some times known as the "Georgia Cyclone," will begin a series of revival meetings at the Pentecostal church of the Nazarene, corner 4th and C streets, commencing Sunday, September 4th at 11 a. m. He will be assisted by Mrs. DeLance Wallace of Seattle, district evangelist of the same church. Mrs. Wallace will also have charge of the singing. Mr. St. Clair is well and favorably known as a most successful evangelist and the local church is looking forward to a great meeting under his leadership. A cordial invitation is extended to the public to attend these meetings.

AN ASTOUNDING REVELATION

That any business man should be able to conduct his business successfully for twenty-two years in the thriving town of Ashland and not resort to "certificate" plans and other sensational advertising ruses may indeed seem strange to some, but the local piano dealer, C. F. Shepherd, has never found it necessary to use other than plain advertising methods in selling pianos, inside players and organs.

C. F. Shepherd knows that he has won the confidence of the public in general by selling good, reliable instruments at right prices, and on easy terms. A permanent home and reputation for reliability has also been of much assistance in establishing a good trade.

C. F. Shepherd is now receiving his stock of pianos, inside players, organs for fall trade, and he is offering new pianos, direct from the factory, at the low price of \$167. Why does he not place the price of \$267 on these pianos and then issue "certificates" for \$100, and advertise "good for \$100 on any piano at C. F. Shepherd's Piano Parlors at residence, 658 Boulevard," also "full face value" will be allowed on certificates issued by other piano firms. The intelligent people of this community need no plainer explanation than the one given above to this simple question. To those who are contemplating the purchase of a piano, inside player, or organ, C. F. Shepherd can show a fine assortment from different factories, in mahogany, walnut and oak cases. Also a fine variety of stools, benches, ornamental adjustable backs for stools, and fancy scarfs and rubber hoods. Call and examine his fall stock at residence.

N. B.—Don't forget to bring the "certificate," for which you will receive "full face value" and "full explanations." You will also receive prices and terms on pianos that will be "An Astounding Revelation." Piano Parlors 658 Boulevard.

OVER ONE HALF OF PUBLICITY FUND SUBSCRIBED

The committee in charge of soliciting subscriptions toward the \$5000 publicity fund, report the following, to date:

Reported at last issue	\$2202
Valley Record	30
Campbell & Gillette	60
Peterson & Swenson	60
Grant & Staples	60
Jack Morris	25
Geo. Dunn	24
Ashland Tidings	30
E. K. Anderson	60
Mrs. Lottie Pelton	60
W. D. Hodgson	25
E. A. Sherwin	20
P. W. Paulson	20
Smaller subscriptions	40
Total	\$2716

Our Special Sale of Enamelware

was very satisfactory. Beginning FRIDAY morning and continuing through SATURDAY and MONDAY we are going to offer a complete line of "Keen Kutter" goods at special prices—in fact at the price of low grade goods.

This sale will include "Keen Kutter" Hatchets, Saws, Chisels, Shears, Scissors, Butcher Knives, Pocket Knives, Etc.

Remember the prices will hold good for just the three days mentioned. Just think of buying a "Keen Kutter" Butcher Knife or a Pocket Knife for 25c.

Warner Mercantile Co.

PHONE 146 375 E. MAIN ST.

Eden Valley Nursery

Patronize the
It's not a nursery on paper.
I deal direct with the planter.
Refuse to wear a trust yoke.
My prices are always right.
I guarantee to please you.
The goods do the talking.
What more do you want?

OVER 188,000 TREES AND VINES sold the past season without canvassing

N. S. Bennett 1201 N. Central Avenue Box 823, Medford, Ore.

Agnes F. Williams

Public Stenographer

VALLEY RECORD OFFICE —Hours— 9 to 12--1 to 5

An Artistic Style

This cut is a reproduction of one of the beautiful chaste styles carried in stock at our Piano Parlors, 658 Boulevard.

Dealing in nearly Twenty different makes we are able to satisfy the most fastidious taste as to Tone, Case and Make.

Inspect our beautiful line of pianos in our Piano Parlors at our residence near the East Side School.

Pianos to Rent
C. F. Shepherd
Several different makes of Player Pianos always on hand

RELIGIOUS

Christian church—corner of Second and B streets, G. K. Berry pastor. Regular services next Sunday morning and evening at 11 a. m. and 7:30 p. m.; Sunday school at 9:45 a. m.; Y. P. S. C. E., 6:30 p. m.

The subject for next Sunday morning at the Christian church is, "The Birthright," and for evening, "Hinduism."

Methodist Episcopal church—Sunday school, G. F. Billings, superintendent, 9:45 a. m.; public worship, 11 a. m. and 7:30 p. m.; class meeting 12 m.; Junior Epworth League, 2:30 p. m.; Intermediate Epworth League, 4 p. m.; Senior Epworth League, 6:30 p. m.; prayer meeting on Thursday, 7:30 p. m. H. J. Van Fossen, pastor.

First Church of Christ Scientist—G. A. R. building. Services 11 a. m.; Sunday school, 9:45 a. m.; Wednesday meeting at 8 p. m. Reading room in the same building, open every afternoon from 2 to 4, Saturday excepted.

Temple of Truth—Progressive Lyceum at 10:30 a. m. No regular services until further notice.

First Brethren church—Sunday school, 10 a. m.; preaching, 7:30 p. m., every Sunday at Adventist church on 4th st. Prayer meeting each Thursday evening, David Flora, pastor.

Seventh Day Adventist—Regular service every Saturday morning. Sabbath school, 10 a. m.; bible reading service, 11 a. m. Church on Fourth street.

Pentecostal Church of the Nazarene—Corner of Fourth and C streets, Hugh C. Elliott, pastor. Sunday school 9:45 a. m. D. L. Rice, superintendent. Preaching at 11 a. m. and 7:30 p. m.

First Baptist church—Corner High and Ch. streets. Rev. Elbert H. Hicks, pastor. Sunday school, 9:45 a. m.; morning sermon, 11 a. m.; B. Y. P. U., 7 p. m.; Evening sermon, 8 p. m.; prayer meeting Thursday 8 p. m.; choir practice Thursday at 9 p. m. All cordially invited.

NEW CASES

J. A. Harvey vs. City of Ashland, writ of replevin.

Wm. H. Royse vs. Elsie E. Royse; suit for divorce.

F. W. Weeks et al. vs. John R. Allen; action to recover money.

Big Pines Lumber Co. vs. Thomas Hesse and M. Ried, action to recover money.

F. H. Cain and J. W. Keyes vs. John R. Allen; action to recover money.

Farmers and Fruitgrowers bank vs. J. F. Reddy and John R. Allen; action to recover money.